

1 Seattle; Frank Blethen, Publisher and CEO of the
2 Seattle Times; John Carlson, radio talk show host
3 KVI-AM; Erubiel Valladares-Carranzo, who is
4 technical engineer, KPCN-LP 96.3 FM Radio
5 Movimiento "La Voz del Pueblo" and also Oscar
6 Morales; Christina Romano Glaubke, Director,
7 Children and the Media Program, Children Now;
8 Mark Allen, President and CEO Washington State
9 Association of Broadcasters; Elizabeth Blanks
10 Hindman, Associate Professor Edward R. Murrow
11 School of Communication at Washington State
12 University; Diana Kramer, Vice President and
13 General Manager, Puget Sound Publishing Company;
14 Pamela S. Pearson, Vice President and General
15 Manager KCPQ/KMYQ-TV, Tribune Broadcasting
16 Company; Jon Rand, General Manager KAYU TV,
17 Spokane, KCYU TV, Yakima, KFFX TV Tri-Cities;
18 Cheryl A. Salomone, Vice President and Market
19 manager, New Northwest Broadcasters of the Tri-
20 Cities; Andrew Skotdal, President, KRKO-AM,
21 Everett, Washington.

22 Mr. Heacox.

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1 MR. HEACOX: Good evening. I'd like
2 to thank the members of the Commission for the
3 opportunity to appear before you.

4 My name is Ray Heacox, and I'm a
5 native of the Northwest in Lakewood, Washington,
6 a graduate of Culver Park High School and Pacific
7 Lutheran University. I'm also president and
8 general manager of King TV and Kong TV and
9 Northwest Cable News.

10 My purpose today is to provide you
11 with a real world example of how the public
12 benefits from enhanced local programming and
13 community involvement when companies like Belo
14 are allowed to own multiple outlets in a single
15 market.

16 Each weekday the duopoly of King TV
17 and Kong TV provide viewers in western Washington
18 9 1/2 hours of locally produced news, information
19 and feature programming. And on weekends we air
20 14 1/2 hours of local programming.

21 In the past year we've preempted NBC
22 prime to run 25 hours of local documentaries on

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1 important ballot measures, health issues, and our
2 environment, as well as 15 hours of locally
3 produced entertainment. We aired another 15 1/2
4 hours on Kong.

5 Kong is an independent UHS station
6 with no network programming. It is hard to
7 conceive of any model or a stand-alone station
8 like that would be providing any local news in
9 most markets.

10 Eight years ago after a stand-alone
11 station in the market dropped its 10 p.m.
12 newscast for economic reasons, leaving viewers
13 with only one option at 10 p.m., we added a 10
14 p.m. newscast on Kong. It airs there seven days
15 a week, something we couldn't do on King because
16 the NBC network programming is on until 11 p.m.

17 The cost consolidation and programming
18 flexibility provided by the duopoly of King TV
19 and Kong TV have allowed us even in a weakened
20 advertising climate to provide viewers with
21 additional local programming. We added two
22 additional hours of local news each weekday

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1 morning on Kong and we air a prominent local
2 public affairs show called Up Front. It airs in
3 prime time at 10:30 p.m. on Kong and at 9:30 a.m.
4 on King.

5 In our market King TV offered several
6 candidates for office free access to the public
7 airways in It's Your Time, an initiative that was
8 started over ten years ago. King and our
9 newspaper partner, the Seattle Times, along with
10 our Belo stations in Spokane and Portland,
11 produce and simulcast political debates for
12 gubernatorial and senatorial candidates. By
13 joining forces with our other station and
14 Northwest Cable News, we are able to broadcast
15 these important debates and candidates'
16 information to the entire state of Washington.

17 In the 2006 election season, King
18 Television broadcast 419 stories, more than 13
19 hours of coverage, a senatorial debate, and
20 numerous race specific candidate appearances on
21 Up Front.

22 As any local politician can attest,

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1 our coverage of politics and public policy in
2 western Washington is the most extensive of any
3 Washington broadcaster. For that commitment we
4 received the Walter Cronkite Award from the
5 Annenberg School of Journalism at USC. In fact,
6 King TV has been honored with that award every
7 year in which it's been given.

8 On Election Day 2008 this nation and
9 our state will choose its leadership. On
10 election night if history is any teacher Kong
11 will be the only local TV station to carry full
12 Prime Time coverage of the local election. On
13 King we will broadcast NBC national election
14 coverage uninterrupted. Without the second
15 station, we would not -- we would have to
16 compromise local coverage in order to split with
17 national election results. Because of our
18 duopoly, viewers choose, not us.

19 Our commitment to community is equal
20 to our commitment to high quality journalism.
21 When disasters struck other communities we have
22 worked to mobilize services and raise funds to

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1 provide relief. After Hurricane Katrina we raise
2 over \$800,000 with our community partners to
3 support the work of the Red Cross on the ground
4 in New Orleans. We also sent a large contingent
5 of news staff and our news director to help our
6 station in New Orleans provide around-the-clock
7 coverage on TV and the web.

8 Locally for the past eight years we
9 have worked to raise money for food donations
10 with Northwest Harvest. Last year we raised over
11 \$500,000 and nearly 1 million pounds of food. In
12 the past year we have raised millions of dollars
13 for more than twenty local nonprofit
14 organizations.

15 Thank you very much for giving me the
16 opportunity to talk this evening.

17 (Applause.)

18 MODERATOR SIGALOS: Thank you, Mr.
19 Heacox.

20 Mr. Blethen.

21 MR. BLETHEN: There is freedom in a
22 variety of voices. There is I believe a

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1 fundamental reason why the American press is
2 strong enough to remain free. That reason is
3 that the American newspapers, large and small,
4 and without exception, belong to a town and city,
5 at the most a region.

6 The secret of a free press is that it
7 should consist of many newspapers decentralized
8 in their ownership and management and dependent
9 for their support upon the communities where they
10 are written, where they are edited, and where
11 they are read. There is safety in numbers and in
12 diversity and in being spread out and having deep
13 roots in many places. Only in variety is there
14 freedom. These are the words of noted journalist
15 Walter Lippmann spoken half a century ago.

16 As you know, I'm Frank Blethen, the
17 publisher of the Seattle Times, and my family has
18 lived here for 111 years. We epitomize the local
19 connection Lippmann so accurately cites as the
20 foundation of America's freedom. We are
21 accountable only to you and to our heritage with
22 its paramount stewardship duties of independent

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1 journalism and community service.

2 Tragically, the essential localism and
3 ownership diversity which Lippmann praises has
4 been neglected by Congress and abandoned by the
5 FCC. Throughout America --

6 (Applause.)

7 MR. BLETHEN: -- concentrated
8 ownership abounds. With it has come journalistic
9 disinvestment causing serious erosion in American
10 public policy literacy and civic engagement.

11 The public knows something is wrong.
12 When you get the opportunity to speak you
13 vehemently oppose more media control. You plead
14 with the FCC for localism and for the multiple
15 voices which are the very oxygen of your
16 community and of a healthy democracy, yet you're
17 ignored. The very citizen -- the very -- the
18 people -- You, the very people the FCC is
19 appointed to serve, are ignored.

20 (Applause.)

21 MR. BLETHEN: As we witness the
22 inevitable failure of a publicly traded and

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1 absentee ownership models which now dominate our
2 newspaper and broadcast outlets, America is at a
3 crossroads. We can give up on our all too fragile
4 democracy by obliterating the fourth leg on our
5 democratic stool, a free, independent and robust
6 press, or we can restore the localism and variety
7 of voices which Jefferson and Hamilton
8 envisioned.

9 Conglomerate media owners tell you
10 they need more consolidation because the business
11 model is broken. Nothing is further from the
12 truth. After decades of milking newspapers and TV
13 stations for some of the highest pretax margins
14 imaginable, often as high as 30 percent on
15 newspapers and 50 percent on broadcast, it has
16 become impossible for them to sustain these false
17 margins any longer, but that does not mean the
18 economic model is broken.

19 Newspapers and TV stations are and
20 will continue to be very profitable. Even today
21 as they falsely claim economic distress the
22 publicly traded newspaper sector is reporting 18

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1 percent pretax profit margins.

2 You have the opportunity to be leaders
3 in saving our free and local press and in
4 rejuvenating America's civic engagement; but to
5 do that, you, being the FCC, must listen to the
6 people in a transparent, open, thoughtful and
7 honest process.

8 (Applause.)

9 MR. BLETHEN: You must keep all
10 current ownership restrictions in place,
11 including the all-important local cross-ownership
12 ban. You must return to rigorous TV licensing
13 processes and insist the public receives adequate
14 public service from their own airwaves.

15 (Applause.)

16 MR. BLETHEN: You must address your
17 egregiously unenforced mandates for minority and
18 female ownership. You must net neutrality and
19 related efforts to insure Internet freedoms --

20 (Applause.)

21 MR. BLETHEN: -- and protect us from
22 the handful of corporations that are now seeking

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1 to dominate the web as well as their content.

2 You need to institute a ban on cross-
3 ownership of national print and national
4 broadcast outlets as a companion to local
5 ownership bans. It is time you become part of
6 the solution and stop being the problem.

7 Thank you.

8 (Applause.)

9 MODERATOR SIGALOS: Thank you, Mr.
10 Blethen.

11 Mr. Carlson.

12 MR. CARLSON: Thank you very much.

13 Ladies and gentlemen, I was the
14 Republican nominee here for governor here in
15 2000, won the primary and, as I pointed out last
16 time, took home the silver medal in the general
17 election that year. I'm also the founder and
18 former President of Washington Policy Center, a
19 free market think tank here in Seattle for more
20 than a dozen years. I've been the news
21 commentator on KOMO radio and a talk show host at
22 KVI Radio on Fisher Broadcasting. I am speaking

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1 here today as a citizen, not as a representative
2 of the company.

3 I want to thank the Commissioners for
4 being here and holding their last hearing in
5 Seattle, and I also want to thank you especially
6 for giving us a chance to tell you how the
7 effects of consolidation look very different on
8 the ground in this Washington than they look from
9 a distance in your Washington.

10 I think when deregulation leads to
11 competition everybody is going to win, and
12 consolidation is part of that. It doesn't matter
13 what industry. Hold on. But it can be carried
14 too far, and I think it has been.

15 (Applause.)

16 MR. CARLSON: Here is, here is where
17 consolidation has taken us in Seattle. Of the 30
18 largest radio stations in this town 80 percent
19 are now owned by national media companies. Of
20 the six locally owned stations two of them are
21 Christian stations, one is a classical music
22 station owned by a trust, the other three are

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1 Fisher Broadcasting stations -- KVI, KOMO, and
2 STAR 101.5.

3 There is not a single great major
4 radio station left in this town with a single
5 owner. Everything is owned by a chain.
6 Everything. Now, there's lots of businesses with
7 chains, and many of the famous ones started in
8 this town. Banks, retail stores, restaurants,
9 etcetera. But a competitor can start a local
10 bank or a restaurant. You just can't go in and
11 start a radio or TV station because the airwaves
12 are finite, and not only are the finite, they're
13 owned not by the seller, but by the people. You
14 need permission to buy --

15 (Applause.)

16 MR. CARLSON: There must be a referee
17 to protect the ability of smaller locally owned
18 companies to compete because at a certain point
19 consolidation doesn't lead to competition, it
20 doesn't reflect competition; it actually
21 undermines competition and we're seeing that
22 here.

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1 (Applause.)

2 MR. CARLSON: We have to judge a
3 policy by its impact, not its intentions.
4 Expanded consolidation by national media
5 companies will mean less local ownership. It
6 will mean less competition at the local level.
7 It will mean less local content. How do we know
8 this? Because we're already seeing it here, so
9 if we have more consolidation by national media
10 companies, we will have even less of those
11 things.

12 I don't understand how smothering
13 local ownership, local content, local competition
14 serves the public interest.

15 (Applause.)

16 MR. CARLSON: Now, the rebuttal to
17 this is that, hey, today there are more sources
18 of news and entertainment and viewpoints for
19 people than ever before thanks to the Internet,
20 thanks to cable TV, thanks to satellite radio,
21 etc., etc. And that's all true.

22 But the FCC dismisses that argument

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1 whenever the issue of foul language or nudity on
2 the public airwaves arises. The Commission says
3 it doesn't matter what's on HBO or MTV. It
4 doesn't matter what's on satellite radio. It
5 doesn't matter because the public airwaves belong
6 to the public and standards can apply there that
7 don't apply to cable content or to satellite
8 radio content.

9 All I ask, gentlemen, is that the five
10 of you apply the same standard when considering
11 how much national consolidation is too much.
12 Because if you believe that further national
13 consolidation endangers, even more than it
14 already has, local ownership, local content, and
15 local competition as the facts show, the question
16 answers itself.

17 Thank you very much for being here.

18 (Applause.)

19 MODERATOR SIGALOS: Thank you, Mr.
20 Carlson.

21 Mr. Valladares-Carranzo and Mr.
22 Morales.

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1 MR. VALLADARES-CARRANZO: Thank you,
2 Commissioners for having me here.

3 Before I continue, I want to do
4 something that I want to welcome all of you to do
5 with me, and it's called the Campesino clap. The
6 Campesino clap is when we all clap together and
7 we clap in unison and when we all clap in unison,
8 we yell chipawelo. And if you can say chipawelo,
9 go ahead. So ready?

10 (Everyone claps in unison and yells.)

11 MR. VALLADARES-CARRANZO: So KPCN is
12 PCUN's radio station. PCUN is the Tree Planters
13 and Farm Workers United of the Northwest. It is
14 the Oregon Latino organization in a town where 50
15 percent of the community is Latino.

16 I'm here today not just to tell you
17 about the amazing work that our independent,
18 locally owned radio station does, but to talk to
19 you about how corporate control of media and lack
20 of access to our own airwaves have impacted our
21 struggle to protect our rights and build our
22 community in the Willamette Valley.

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1 KPCN is not just only a Latino owned
2 radio station in Woodburn. We are the only
3 station in Oregon owned by a labor union.

4 (Applause.)

5 MR. VALLADARES-CARRANZO: Some of the
6 history, in order to communicate with our Latino
7 community, we have to pay for this time on the
8 air, so we'd use a commercial radio station AM,
9 KWBX La Frontera. And we had to do this because
10 of the necessity to communicate with our
11 community, and we had to let money on the
12 airwaves.

13 We did, and to make the story short,
14 we did. We got kicked out, shut down. Even,
15 even -- We didn't get to finish the list time,
16 but we needed to do this because of our
17 communities. We needed to talk about the
18 boarding issues. We needed to organize them for
19 the better rights in the field.

20 And they taught us something. We --
21 What it taught us was that now that we own our
22 radio station we can see how important it is to

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1 this have media capacity. Why? Because it is
2 amazing to see how media has many positive
3 effects in today's minority communities which
4 already has tons of struggles to deal with.

5 As an example, I can tell you that we
6 have indigenous programming that allows them to
7 communicate in their native tongue, not in
8 Spanish, not in English. This opportunity does
9 not have a price; this is priceless.

10 (Applause.)

11 MR. VALLADARES-CARRANZO: I want to do
12 something, and I want to have Oscar Morales to
13 talk about what his opinion it is, so all of the
14 work that we're doing we're being watched by CWLS
15 FM, and this is happening as we speak.

16 So the recent -- we want, we want to
17 tell our civil rights in the communities and
18 local groups to apply for new low power FM
19 stations across the Northwest, but even if
20 Congress works to expand the low power FM, the
21 FCC already gave away most of the frequencies
22 that these community organizations could use.

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1 Those spots are now filled with translator
2 stations. So we want to tell the commission to
3 work to protect low power FM and to stop media
4 consolidation.

5 Thanks for listening.

6 Oscar Morales has something to tell
7 you, and I will translate for him.

8 MR. MORALES: Thank you Commissioners
9 for this opportunity. I am here because our
10 community radio station has changed my life and
11 many others, and I am here to represent all the
12 migrant communities in this nation and
13 representing all those young people that are over
14 there. (Indicating.)

15 (Applause.)

16 MR. MORALES: And tell them that the
17 government has put in a shadow.

18 Please, the Commission, don't shut
19 down our voices.

20 Thank you very much.

21 (Applause.)

22 MODERATOR SIGALOS: Thank you.

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1 Ms. Glaubke.

2 MS. GLAUBKE: Good evening. Chairman
3 Martin, Commissioners Copps, Adelstein, and
4 McDowell, thank you for granting me the
5 opportunity to speak to you today.

6 My name is Christina Glaubke, and I am
7 the Director of the Children and the Media
8 Program at Children Now. For the past 14 years
9 Children Now has been dedicated to creating a
10 safe and enriching media environment for
11 children.

12 We've been studying the effects of
13 media consolidation on children since the FCC's
14 last ownership proceeding in 2002. This should
15 be an important issue for everyone because the
16 quantity of children's programming is one of only
17 a handful of ways that citizens can actually
18 measure broadcasters' commitment to serve the
19 public's interest.

20 In addition we know the quality of
21 educational television can be a powerful learning
22 tool and can help prepare children for success in

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1 school. We want to ensure that all children have
2 access to the full educational potential of
3 television.

4 Children Now strongly believes that
5 the Commission should not proceed with its rule
6 making without first considering how children are
7 affected by media consolidation.

8 In 2003 we conducted Big Media Little
9 Kids, a ground breaking study that looked at the
10 influence of duopolies on children's programming
11 in Los Angeles. The results of the study clearly
12 showed that duopolies in Los Angeles diminished
13 both the availability and diversity of programs
14 for children.

15 This fall Children Now released a
16 second study to see if our findings in Los
17 Angeles held up in other markets. Big Media
18 Little Kids II expanded upon our original study
19 by analyzing children's programming in eight
20 broadcast markets throughout the country,
21 including Spokane, Washington.

22 Our goal was to test the National

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1 Association of Broadcasters claim that duopolies
2 are "necessary to preserve and enhance
3 broadcasters' ability to serve the public
4 interest." If this is true, we expected to find
5 that duopoly stations would decrease their
6 children's programming less over time and offer
7 more children's programming today than their non-
8 duopoly counterparts.

9 Actually, we found quite the opposite
10 to be true. First, we found that the 21 duopoly
11 stations in our sample decreased their weekly
12 hours of children's programming four times more
13 than non-duopoly stations, and they decreased the
14 number of children's series that they offered
15 five times more than non-duopoly stations.

16 Of even greater importance to children
17 we found that duopoly stations eliminated two and
18 a half times more educational programming than
19 did non-duopoly stations. Second, we found that
20 by 2006 there was virtually no difference in the
21 quantity of children's programming on duopoly and
22 non-duopoly stations.

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1 All of these findings clearly refute
2 broadcasters' claims that duopolies allow them to
3 preserve and enhance their services to children.

4 Finally we made a couple of
5 discoveries that we believe demand the attention
6 of the FCC. First, we found that a paltry 1
7 percent of children's programs were locally
8 produced. Local programming positively
9 influences children's self-concepts and increases
10 their specific awareness and engagement. It
11 should be a compelling finding for the Commission
12 given your charge to protect localism.

13 Second, based upon some of the
14 programs we viewed, we believe the FCC must take
15 steps to better define what constitutes an
16 educational children's program since many
17 broadcasters don't seem to understand what that
18 means.

19 (Applause.)

20 MS. GLAUBKE: One station claims they
21 are educating children by broadcasting a show
22 that teaches viewers how to stop smoking. Other

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1 broadcasters have claimed to teach children about
2 shark behavior with a program about a pet shark
3 that talked, walked on its tail fin, and in one
4 episode became a vegetarian. I don't think
5 anyone could argue that either of these programs
6 contains content that appropriately educates
7 children.

8 We are currently conducting a study to
9 assess the quality of children's educational
10 programs, but even this preliminary research
11 points to a need for a clear definition of
12 educational.

13 In conclusion, we feel these findings
14 clearly indicate that contrary to any of these
15 claims children are not better served by duopoly
16 stations. Our studies show a clear pattern of
17 duopoly stations turning their backs on children.

18 They raised several questions about
19 big media's commitment to the public, serving the
20 public interest, especially when that commitment
21 doesn't serve their bottom line. They provide
22 compelling evidence that when big media wins,

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1 little kids lose.

2 (Applause.)

3 MS. GLAUBKE: We ask you to consider
4 consolidation on children as you make your
5 decisions on media ownership and that you will
6 commit to taking the necessary steps to insure
7 that broadcasters are fulfilling their obligation
8 to the youngest television viewers.

9 Thank you.

10 (Applause.)

11 MODERATOR SIGALOS: Thank you, Ms.
12 Glaubke.

13 Mr. Allen.

14 MR. ALLEN: Good evening. Chairman
15 Martin and members of the Commission, thank you
16 for the opportunity to testify this evening.

17 My testimony will provide you with a
18 little broader policy perspective beyond simply
19 who owns how many stations in any given market
20 because the numbers themselves are meaningless.
21 Numbers by themselves don't mean anything. It's
22 quality that really counts.

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